Alcoholic Beverages

493 Japanese and American canned beer
[213] Japanese type sake (a light rice wine resembling sauterne)
Okinawan sake (awamori)

Miscellaneous

[276] Charcoal sticks
Brass and nickel plated Japanese pipes
Small dishes
[415] Sake bottles
Oil burners to keep mosquitos away
[416] Flashlights, bulbs, and batteries
Matches
Japanese and American tobaccos
Fishing lamps and the ika lamp (fishing villages only)

[437] Transactions are usually on a cash basis, although some customers pay at the end of the week. In one such store, the gross sales averaged ¥600 a day with a net profit of about 10%. (The yen is pegged at 120 to the US dollar). During the day and the early evening, the village [366] stores are meeting places, especially if, like Hinatogawa, several together make up a small business center.

493 Supplies are delivered to village stores by truck or sometimes by bus. Often the owner goes to the larger towns to buy. Young boys are 494 an important cog in the distribution system. They deliver candies, [850] cookies, and other small articles which are carried in five gallon lard tins on racks over the rear mudguard of their bicycles. They ride up to the store, count out their candies or cookies, receive payment, and cycle on to the next store over a route which includes several villages. These boys work out of larger towns like Itoman and Nago. Baking goods, [262] bread (pan) really a sweet dough with a jelly-like filling, cookies and candies are distributed in this manner. Sometimes housewives make cookies and cakes to sell to village stores.

493 There is not much house to house selling or soliciting. Occasionally women come to the villages with a selection of ready made clothing or cloth. In Hinatogawa, an itinerant drug vendor periodically goes through the village ringing his bell, selling various Japanese patent medicines mainly for colds, headaches, constipation, and stomach aches.

494 Import stores (hyakuhō), also operated privately, are a different 262 kind of enterprise than the village shop. They have been set up under 511 the American occupation. Larger wholesalers supply the village retailers. These stores deal in a restricted number of commodities, such as rice, flour, soy bean sauce, wheat, and cooking oils. Sales are made to villagers on a rationing system based on the number in the family, its [342] age distribution, pregnancy, and whether the head is engaged in heavy work. The intent of the import stores is to make food available, at reasonable cost, to those who cannot grow their own, or whose own produce

ceremony the set of three cups (sakazuki) was used. The go-between, a man and a close friend of the groom, poured sake into the top cup. The groom drank; the go-between then refilled the cup, giving it to the bride. The same procedure was repeated with the remaining two cups. 585 184

In this ceremony, after the san-san-kudo, the go-between dipped a pair of chopsticks into salt, putting a bit on the open palm of the bride who then put the salt in her mouth. This was repeated for the groom. The go-between then dipped his finger into a cup of water, touching first the forehead of the bride, then that of the groom.

The presentation of the newly married couple to the guests was also done in a different way. Because of his close friendship with the groom's father, the mayor of the township introduced the bridal pair to the guests. This was a tender and affectionate speech in which the mayor told of the birthplaces of the young man and his bride. He asked the guests, as friends and relatives of the new couple, to teach them how to live well together, how to make a living, and ended by asking everyone present to have a good time. The celebration, the sake drinking, the dancing following the ceremony were essentially the same as in Matsuda. A ring was not used in either ceremony. When used, it is ordinarily given to the bride, not placed on her finger as part of the ceremony. [576] [537] [301]

A custom followed in Hinatogawa illustrates a variation in the preliminaries before the marriage ceremony. The groom (hanamuko) and the go-between or a friend go to the bride's home. They are given refreshments. The groom acknowledges his bride. He returns to his home to await her coming. This may take some time if the tide is not right. Before the war children from 7 to 10 years of age carried long lanterns (chōchin) with candles to light the way for the bride, as she walked to the groom's house. Each child carried two lanterns, which they held very tightly, as it was considered bad luck for them to change from one hand to the other. The lanterns have now been abandoned (when the ceremony is performed) in favor of flashlights, in another triumph of the Industrial Revolution. But the children enjoyed participating because they were given small amounts of money and food. [857] [416] [177]

In the Hinatogawa custom, everyone stepped over the threshhold. Even now, if houses do not have one, a long step is made from the outer stone or ground into the room. Among the guests, there is usually a jokester who humorously announces in a loud voice the arrival of the bride.

In Hinatogawa, the groom's family presents a gift of about ¥5-6000 to the bride's family. (This family would have to be in moderate circumstances to do this). Gifts from the guests are from ¥20-40. The groom's friends may give money to the groom's parents to defray the heavy expenses of the banquet, and the girl's friends give money to her, presumably for the purchase of wedding articles. [431]

There is one further variation in a custom from Hanashiro. On

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O-Bon

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The festival of O-Bon takes place on the 15th and 16th of the 7th lunar month (August 17-18, 1951), or from the 13th to the 16th, if preliminary preparations are included.[3] This very important holiday lacks the variety of themes which appear in the celebration of New Year. O-Bon is a festival to entice the spirits of the dead to their earthly home, and then, what is just as important, to induce them, after their visit, to return to the other world. O-Bon is an occasion for extended family reunions.

Generally on the 7th day of the month, about a week before O-Bon, the family or representatives of the family visit the tombs, take an offering of sake, and clean up around the tomb. At this time, the dead are asked to come back on O-Bon. This is the tanabata matsuri.[4]

On the evening of the 13th, two candles are placed within the compound entrance to guide the spirits back. This act of welcome is known as unke or omukaebi.

In Hanashiro, on the 15th there are prayers and offerings to the dead. Candles are then relit at the compound entrance and the spirits beseeched to return to the afterworld (ukui in Okinawan, okuribi in Japanese, meaning sending back). This may also be done on the 16th. Members gather at the home of the head of the house of the main family. The 16th is passed in rest and recreation. In Hinatogama, observing the holiday may require a visit to Itoman. The Matsuda custom is like that of Hanashiro.

O-Bon is a colorful holiday. Lanterns are freely used. Whether the people believe that the spirits of the dead return is a question to which there is no easy answer. Many observe the formalities and the customs of O-Bon without believing that the spirits have actually returned. There is formal compliance, but in my opinion real belief is to be found mostly among women of middle age and older. [416] [183]

3 O-Bon has been variously translated as "The Lantern Festival," "Festival of the Dead," "All Souls Day," but I prefer here to retain the Japanese word, as these translations are only misleading approximations.

4 For an interesting discussion of the origin of tanabata in Japan, see Chamberlain, Things Japanese, 436-37. In Okinawa one occasionally hears this referred to as a "star festival."